

# THE BASSANO HERALD

BASSANO, ALBERTA.

VOL I; No. 2

Wednesday, November 30, 1955

\$1.50 per year.

## FIRE AT LATHOM

Fire of undetermined origin completely destroyed a small building owned by the McKinnon Ranches at Lathom last week. The building was used as a store house and pump house. Damage was estimated at \$500.00.

## HOME & SCHOOL MEET

A meeting of the Bassano Home and School Association was held on Monday evening. The attendance was good in spite of the bitter cold weather.

The matter of accident insurance for Bassano school children was brought before the meeting. Mr. J.W. Ratzlaff kindly agreed to report on this subject at the next meeting, which will be held on the third Monday in January. In the meantime he will circulate information concerning the pupil accident insurance plan among the parents of the district.

Dissatisfaction was voiced by many parents regarding the individual photographs taken of the pupils at school each year. The consensus of opinion was that individual pictures were of poor quality. It was decided, almost unanimously, that in the future school photos be taken in the form of school class pictures rather than individual photographs.

After the business meeting Mrs. D. Toole, program convenor, introduced some interesting contests. Groups were then formed and everyone participated in a lively "buzz session". Topics of particular interest to our local organization were discussed during this period.

Refreshments were served by the Lunch Committee and a social hour was enjoyed by all.

## LADIES CURLING CLUB MEET

The Bassano ladies met in the Town Hall on Thursday night with the organization of a Ladies Club in mind.

Six rinks were set up and everyone present was optimistic that the 1955-56 season would be better than ever.

Officers elected were:

Mrs. Laura Colbe - President,  
Mrs. Effie Stiles - Vice President  
Mrs. Wallace Flanagan - Secretary  
Mrs. Maude Knight and Mrs. Isobel Young were elected as the Draw Committee.

## BASSANO CAFE CLUB MEETING

The Bassano 4H Beef Calf Club held an Award Night and luncheon last Saturday night at the Armouries. Ned Toole, XL Feed & Supply manager, acted as Master of Ceremonies.

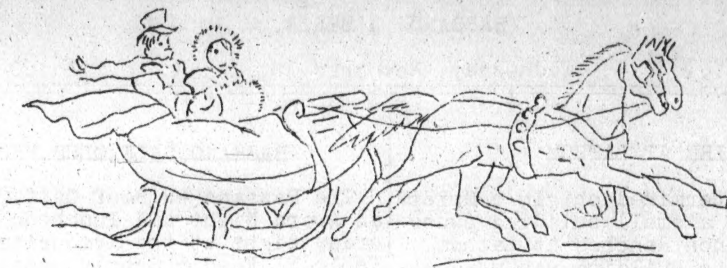
A short program given by the members was enjoyed by all present. Out of town guests were Mrs. Norma Jean Gray, District Economist, and Mr. Marley Malyon, Assistant District Agriculturist.

The Steinbach Trophy for grand champion was won by Jay Bartsch. Reserve champion Trophy was donated by Douglas Fraser and won by Wallace Fraser. Junior Grand Champion Trophy, donated by Ed, Walsh, was won by Syl Tateson. Showmanship Trophy, donated by the L. K. Ranches, was won by Leonard Greenwood. Junior Showmanship Trophy, donated by the L.K. Ranches, was won by Syl Tateson. The Best Set of Books Trophy, donated by J.W. Ratzlaff was won by Joanne Fraser. The Best Hereford tray, donated by Dick Plumer, was won by Wallace Fraser. The Best Short horn tray, donated by Bob Armstrong, was won by Jean Clark. Best Angus tray donated by Ralph Burrows, was won by Jay Bartsch. The Greatest Gain Trophy, donated by Gordon Ferraby, will be awarded at a later date.

Owing to the absence of Neil McKinnon, the Club Leader, Mrs. McKinnon was presented with a gift on his behalf by LeRoy Arrison, past 4H President. Mrs. Douglas Fraser was also presented with a gift from the 4H members for her untiring efforts and loyal support since the club was first organized.

## SQUARE DANCE CLUB ORGANIZED

The Bassano Square Dance Club held its meeting and dance in the new Community Hall last night, about 80 square dance fans attending. It was unanimously decided to hold a dance every two weeks and a drive for memberships was authorized. Ernest Coles was elected President and Rueben Schaffer elected Secretary. After the business was concluded everyone present enjoyed dancing the new dances until nearly midnight.



# TOYS-DOLLS

## XMAS PRESENTS

FOR THE WHOLE FAMILY

GIFT WRAP, TAGS, SEALS, ETC.

COME IN AND SEE THE FANCY BOXED TOWELS, PRICED \$3.35 AND UP.

JUST ARRIVED

LADIES AND GIRLS PULLOVERS, CARDIGANS AND PYJAMAS

BEST QUALITY BY ST. MICHAEL.

KIDDIES PYJAMAS AND SWEATERS

ALSO BY ST. MICHAEL

Do your Xmas Shopping Early

# FRIENDLY STORES LTD

PHONE 9

BASSANO

# NOW IS THE TIME

TO MAKE UP YOUR CHRISTMAS DISPLAY PIECES FOR YOUR OUTSIDE DISPLAYS

WE HAVE FIR PLYWOOD TAKE HOME PANELS IN ALL HANDY SIZES

WE WILL ALSO RENT YOU A JIG SAW FOR 75¢ PER HOUR OR \$2.00 PER DAY.

WE HAVE PLANS TO WORK FROM - DO NOT DELAY.

@@

WE HAVE ONE ONLY 10.6 CUBIC FOOT FRIGIDAIRE REFRIGERATOR

\$15.00 PER MONTH WILL PUT IT IN YOUR HOME.

FIRST COME - FIRST SERVED

@@

OUR CHRISTMAS GIFT LINE IS THE MOST COMPLETE IN BASSANO. LOOK IT OVER.

ROYAL LUMBER YARDS LIMITED  
Les Spivey - Manager

PHONE 6

BASSANO

## farmers

BY ORDERING YOUR SPRING REQUIREMENTS OF OILS AND GREASES NOW YOU WILL BE SURE THEY WILL BE IN STOCK WHEN YOU NEED THEM NEXT SPRING. THIS WILL NOT ONLY PROTECT YOU AGAINST A PRICE RAISE BUT WILL EARN YOU A DISCOUNT BESIDES. Call in and see how you can save money by ordering your SPRING needs NOW.

*Joe Harris*

YOUR IMPERIAL OIL AGENT  
PHONE 53 BASSANO

## PIONEER MEAT MARKET

FOR FRESH AND CURED MEATS.

ORDER YOUR CHRISTMAS TURKEY NOW

Stan Haskayne - Prop

PHONE 42

BASSANO



## BUD'S COFFEE SHOP

Whether you wish a full meal or a light lunch we will give you

"SERVICE RIGHT NOW"



George Mason - Prop



# THE OBSERVER

BY HUGH PEARCE

From time to time one hears the complaint that the Bassano Fire Department is too slow in answering fire alarms. On several occasions I have noted the period of time which elapses between the sounding of the siren and the departure of the fire truck and have found that it is nearly always under the two minute mark. When you stop and think that the members of the Fire Department are volunteers and are employed and live in various parts of the Town, you will realize they must be losing no time to rush from their homes or places of employment to the Fire Hall, start the truck and be on their way to the fire in less than two minutes. If the time can be reduced to one minute, of course, no effort should be spared to effect such a saving of time but there is certainly no reason to complain if the "Fire Boys" require a full two minutes to get the truck on it's way to a fire.

The tax payers of Bassano do, however, have a legitimate cause for complaint in connection with the Fire Department. Every time some nitwit drives over the fire hose with his auto it is costing the Town (and therefore the tax payers) real money. Driving over the hose will weaken it to the extent that it will possibly blow out the next time it is used. Fire hoses are manufactured in lengths of 50 feet and a blow out means scraping 50 feet of hose as far as fire fighting is concerned. This could cause a disastrous delay while fighting a fire (when minutes count) to say nothing of the \$60.00 a length of  $1\frac{1}{2}$  inch fire hose costs.

The Town of Bassano has a By-Law making it a serious offence to drive over a fire hose (or otherwise obstruct the firemen on duty) and I would suggest that any one who knows no better than to do such idiotic acts should have the opportunity to explain his actions to the Magistrate. A stiff fine would, no doubt, complete his education in that respect.

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## BASSANO HOME AND SCHOOL ASSOCIATION

Those parents who did not attend the third regular meeting of the Association last Monday night missed a rare treat. Just about fifty people were present and they enjoyed every minute of the meeting.

After a very short business session, the Program Committee was given the floor and the Convenor, Mrs. Toole, made life very interesting for the next thirty minutes. We are not going to tell what happened - We want you to come and see for yourself. Mrs. John Clark introduced the speaker of the evening, Mr. Fred Betton, who is well known to most of the people in this district as a Supervisor of Schools for the County of Newell. Mr. Betton took as his topic "What Home and School Means To Me". He spoke fluently for about thirty minutes and what he had to say about the various present day influences on the life of a child should have been heard by every man and woman, whether they are parents or not.

There will be no meeting of Home and School in December as that meeting has been passed up. The next meeting will be held on the third Monday in January next year. If you are not already a member, Mrs. Les Spivey will be glad to accept your dollar for a membership.

# GEORGE'S BARBER SHOP

GEORGE RIVEY, PROP.



DO YOU NEED REPAIRS?

WE CAN FIX ANYTHING

SCHELSKE'S WELDING SHOP  
PHONE 140 BASSANO



"I'LL BE HERE SOONER  
THAN YOU THINK"

CHOOSE YOUR GIFTS NOW!

Free Gift Wrapping

NICHOLSON'S JEWELRY  
BASSANO

FOR HEAD STONES AND GRAVE  
MARKERS DESIGNED WITH GOOD TASTE

SEE

JOHN BRITZKE

BASSANO

## IF YOU WOULD LIKE

THE BASSANO HERALD MAILED TO YOU EACH  
WEEK THE SUBSCRIPTION RATE IS \$1.50  
FOR ONE YEAR OR \$2.50 FOR TWO YEARS.  
JUST FILL IN THE FORM BELOW AND MAIL  
IT WITH YOUR REMITTANCE TO

THE BASSANO HERALD  
BASSANO, ALBERTA.

WE WILL DO THE REST.

Please send the Bassano Herald to

.....  
Name

Amount Enclosed \$

.....  
Address

# OUR HOSPITAL

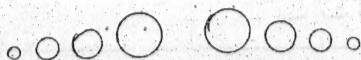
BY S.H. EDWARDS

Sure, it's OUR hospital! Yours and mine! It belongs to you and me and every other Ratepayer in the Bassano Municipal Hospital District! You and I all have a financial interest in it and a bit of that intangible something - Loyalty. Loyalty to that which is ours. It has been ours for a long time and is the birthplace of many of it's present owners.

The building itself is not much to look at, compared with the modern structures that are going up, but the building is only part of the "Hospital". What goes on within the building is the real meaning of the word "Hospital". The care and attention, the treatment and the sympathetic interest in the well-being of the patient is what counts the most. Many a veteran of the war knows from experience that good hospital care can be given to a patient with nothing more than a tent for a building. Any hospital authority from Cardston to Peace River will tell you that the Bassano Hospital has an outstanding reputation.

The year 1956 is destined to be the year when a new hospital building is to be erected in Bassano; a hospital building which will, doubtless, meet with the approval of it's hundreds of ratepayer owners. Many hours have already been spent on plans for a building which will satisfy the needs and wishes of the people who carry on the work of the hospital. The medical staff, the nursing staff, the dietary staff and those who care for the building itself must all be consulted and their recommendations worked into the plan if at all possible. Then, of course, the building must comply with the rules laid down by the Federal Government at Ottawa and the Provincial Department of Health at Edmonton. Both the Federal and Provincial Governments contribute to the cost of the building. An architect connected to the Department of Public Works is still working on the plans. We are going to be very proud of our hospital's new building.

"The Bassano Herald" is to be congratulated on it's appearance in Town; may it continue to prosper. Every issue will have a paragraph on OUR HOSPITAL so long as it is humanly possible.





# WHY

CHOOSE A STUDEBAKER?

CALL IN AND FIND OUT WHY A  
STUDEBAKER IS THE CAR FOR YOU!

FOR YOUR GAS, OIL, TIRE, BATTERY  
AND OTHER AUTO REQUIREMENTS

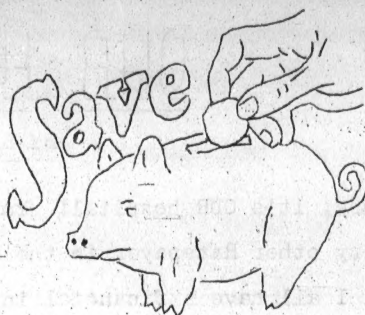
SEE

NORTH STAR  
SERVICE

Ed. McArthur, Prop

PHONE 89

BASSANO



AT BODMERS

Rice Krispies, per pkg .29

Kersey's Peanut Butter,  
48 oz tin .99

FRESH FRUITS & VEGETABLES IN STOCK  
\$\$\$\$\$\$\$\$\$\$\$\$

MEN'S WINTER COATS AND PARKAS  
STANFIELDS UNDERWEAR

LADIES NYLON HOSE, KAYSERS No. 100  
PER PAIR \$1.00

H.J. BODMER & SON

PHONE 64 BASSANO

PHONE 101

## THE WANT ADS

FOR SALE - 1946 BUICK ROADMASTER.  
HAS BEEN KEPT UP. WILL TAKE 700  
BUSHELS OF OATS OR BARLEY IN TRADE

O.B. Lassiter, Bassano, Alberta.

FOR SALE - Feed grain, delivered or  
F.O.B. Bassano. Write Box 128 or  
Phone 90, Bassano

YOU COULD PLACE YOUR AD HERE FOR  
50¢ or 3 times for \$1.00.  
PHONE THE BASSANO HERALD.

FOR SALE - Small enamelled coal  
Range in good condition.  
Phone 184, Bassano.

GEORGE MCKAY

is agent for all classes of

# INSURANCE

## CAPITOL THEATRE

BASSANO

THIS WEEK'S SHOWS:

Friday & Saturday, Dec 2 and 3

ABBOTT & COSTELLO in "MEET THE  
KEYSTONE KOPS"

Monday & Tuesday, Dec. 5 and 6

"CROSSED SWORDS" (in Technicolor)

YOU CAN ALWAYS BE SURE OF GOOD

ENTERTAINMENT AT THE CAPITOL

PLEASE NOTE: Until further notice

there will be only one show on

Saturday nights - at 8:15 P.M.

J.V. UEBELL, PROP



# GIFTS

THAT WILL BE  
APPRECIATED

## CHINA

Royal Crown Derby - Blue Mikado - Royal Chelsea - Wedgewood  
Tuscan

Cups & Saucers - Teapots - Cream & Sugars - Cake Plates - Figurines  
@@@@@@@

## COSMETICS

The latest Fragrance is SPRINGWOOD by Tiffany in Xmas Sets  
Also gift sets of Tiffany and Adrienne Toiletries  
@@@@@@@

## SHAVING NEEDS

Electric Razors - all in Leather Presentation Cases -

Remington Razors - 6V, 12V and 110V models

Ronson - Sunbeam - Schick - Philoshave

Shaving Sets of Bachelor Toiletries  
Rubberset and Culmak Shaving Brushes

## CHOCOLATES

Smiles'n Chuckles - 1 lb to 5 lb in Xmas Wrap have just arrived.  
Chocolate Coated Nuts, Cherries in Liquid and Almond Roca

Rowntrees - Black Magic and Dairy Box in 1 lb and 2 lb

## CAMERAS

Full range of Kodaks, Films and Flash Bulbs.

# STILES THE DRUGGIST

PHONE 88

BASSANO.



# HAVE YOU SEEN

THE NEW ZENITH 17.5 cu ft UPRIGHT HOME FREEZER?

SOME OF IT'S FEATURES ARE:

- 4 REFRIGERATED SHELVES,
- 2 PULL OUT BASKETS WHICH HOLD UP TO 38 lbs EACH,
- 23.96 SQUARE FEET OF SHELVING SPACE.

LIST PRICE \$469.00. OUR SPECIAL PRICE \$398.95.

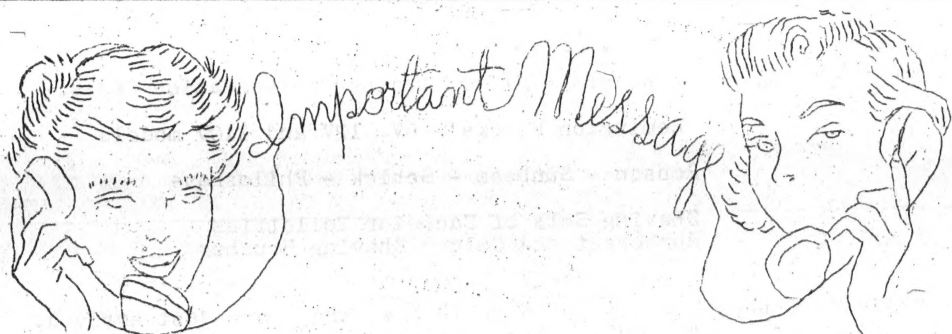
TERMS AS LOW AS \$39.89 DOWN AND \$17.50 PER MONTH.

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DROP IN AND SEE OUR FINE SELECTION OF TOYS WHILE THE STOCK IS GOOD.

## MARSHALL-WELLS STORES

FLANAGAN BROTHERS LIMITED, OWNERS  
PHONE 118 BASSANO



BRENT'S SUGGEST HAVING YOUR RADIO REPAIRED IN TIME FOR CHRISTMAS.

ALL SERVICE WORK FULLY GUARANTEED.

### VICTOR T.V.

BETTER 7 WAYS

BRENT'S MENS WEAR & APPLIANCES

PHONE 12

BASSANO



THE NEW DODGE FOR '56 IS HERE!

GLAMOUROUS NEW STYLING!

NEW TOUCH AND GO DRIVING!

LOOKS BIG BECAUSE IT IS BIG!

EVERYBODY'S TALKING ABOUT THE NEW '56 DODGE.

# BASSANO MOTORS

PHONE 90

BASSANO.

## TOWN TOPICS

Mr. and Mrs. George Mason returned last week from their visit to points in the United States. They report an enjoyable trip.

Mr. and Mrs. George Mercer, of Hussar, celebrated their 51st wedding anniversary at the Bassano Hospital, where Mrs. Mercer is a patient.

The curling rink is going full speed these days. The President vs Vice President contest should come to a decision tonight.

Radios on Saturday and T.V. sets on Sunday all told of the Eskies triumph over the Montreallers at football.

Be sure and attend the Grand Opening Dance at the new Community Hall on Friday, December 2nd. You'll enjoy it. Come and bring your friends.

## JAKE'S SHOE SHOP

FOR GOOD WORKMANSHIP

WHEN BUYING OR SELLING

REAL ESTATE

SEE

*Joe R. Donaldson*

# J. W. RATZLAFF

FOR

INSURANCE OR REAL ESTATE

NOTARY PUBLIC

TREASURY BRANCH AGENCY

PHONE 99

BASSANO.